



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 03/10 thru 03/16
(prices in dollars per carton)

Fri. Mar 10, 2006

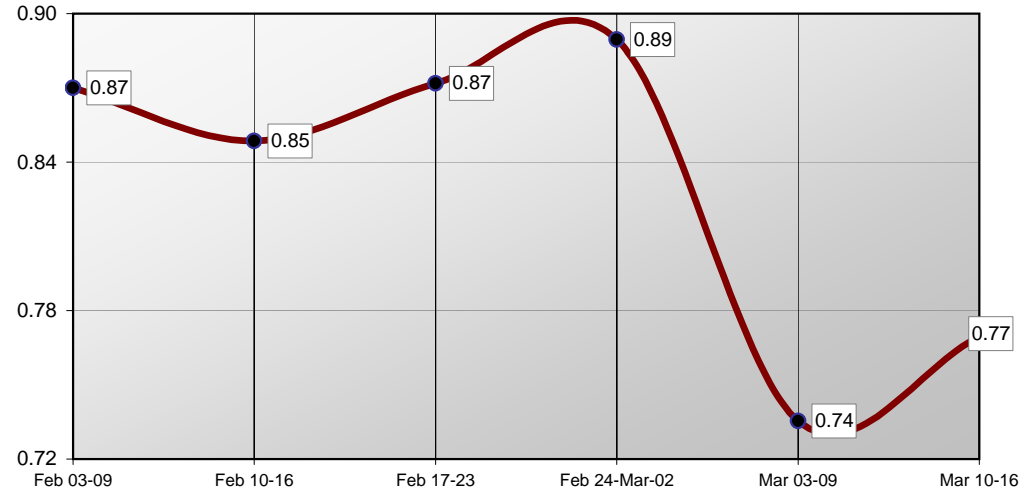
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		34.3% of 17,000 stores				38.4% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	90	1.79	240	0.90	30	1.69	370	0.69
	White 18 pack			1,120	1.11			230	1.40
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack			1,850	0.78	330	0.94	1,890	0.76
SPECIALTY	White 18 pack	50	0.99	200	1.00			1,110	0.99
	Brown 12 pack								
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			320	2.97	380	4.00	630	4.13
	OMEGA-3								
CAGE-FREE	White 12 pack			340	2.45	140	2.99	2,410	2.09
	Brown 12 pack	210	2.49	210	2.29			450	2.52
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack	210	2.49	780	2.47			1,890	2.09
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				3,550		3,960		Large Eggs on	
Specialty Shell Eggs				2,070		5,900		Mar-06-2006	
Total (including Medium)				5,660		10,050		422.6	
Special Rate 4/:				10.1%		3.0%		up 12%	

5/: Inventory in thousands of 30-dozen cases.

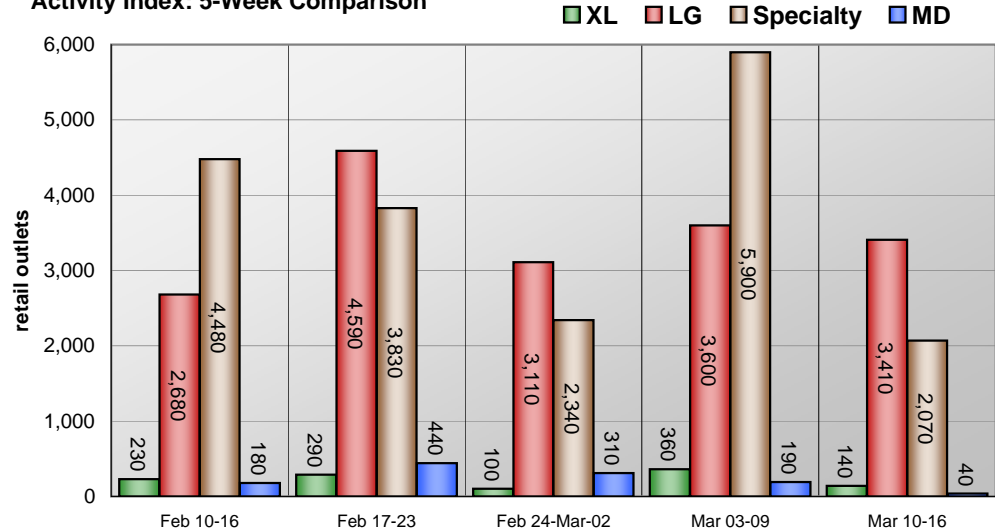
Shell Egg Featuring - 03/10 thru 03/16

Overall feature activity declined sharply on regular and specialty eggs compared to the very active period of last week. The average price of Large Grade A shell eggs offered to consumers was slightly higher. Promotions of Buy 1 Get 1 Free on large 18 pack eggs increased significantly. Cage Free brown eggs claimed top spot in the specialty egg sector, followed closely by Omega-3 eggs. USDA Organic brown eggs decreased in features and in average price this week.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		48.7% of 3,900 sampled outlets Activity Index = 2,380 (includes Medium)						9.8% of 4,700 sampled outlets Activity Index = 290 (includes Medium)						39.7% of 2,800 sampled outlets Activity Index = 1,190 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.85	10	0.85										0.37 - 1.00	60	0.76
	White 18 pack																0.90 - 1.28	20	1.10
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.79 - 1.59	1,020	0.88				0.48 - 1.00	290	0.63				0.33 - 0.84	440	0.67
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack			0.50 - 0.65	30	0.56	White 12 pack			White 12 pack			White 12 pack			White 12 pack		
		White 30 pack						White 30 pack			White 30 pack			White 30 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																2.50	170	2.50
	Brown 12 pack					2.99 - 4.00	150	3.50											
	OMEGA-3																		
	White 12 pack					1.99 - 3.49	100	2.62									2.25	200	2.25
	Brown 12 pack		2.49	210	2.49	2.29	210	2.29											
	CAGE-FREE																		
	White 12 pack																1.97 - 2.50	300	2.17
	Brown 12 pack		2.49	210	2.49	2.50 - 2.99	440	2.72			2.50	2.50							
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		41.6% of 2,700 sampled outlets Activity Index = 1,070 (includes Medium)						43.2% of 1,900 sampled outlets Activity Index = 250 (includes Medium)						41.2% of 1,000 sampled outlets Activity Index = 480 (includes Medium)					
USDA GRADE AA	White 12 pack	1.79	10	1.79	0.86	60	0.86	1.79	80	1.79							0.99 - 1.00	110	0.99
	White 18 pack				0.90 - 1.00	600	0.97				1.28	130	1.28				0.99 - 1.53	370	1.28
	Brown 12 pack																		
MEDIUM		White 12 pack			0.33	10	0.33	White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				0.58 - 0.88	100	0.73												
	White 18 pack	0.99	50	0.99	1.00	200	1.00												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack			White 12 pack			White 12 pack			White 12 pack		
		White 30 pack						White 30 pack			White 30 pack			White 30 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3										2.99	40	2.99						
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack					1.97 - 2.29	40	2.02											
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>